

64-274
18 MAY 1964

MEMORANDUM FOR : Deputy Director for Support

SUBJECT : Membership Drive - Employee Activity Association

1. This memorandum contains a recommendation for your approval. Such recommendation is contained in paragraph 5.
2. This memorandum describes the form and content of a proposed Agency-wide drive for membership in the Employee Activity Association. We should like to note at the outset, however, that the real purpose of the drive is to obtain enough money to make the Association self-sustaining, i.e., for payment of salaries of current and additional personnel, payment of other expenses incurred in conducting Association business, and in order to permit the Association to develop various other sources of income, such as an expanded ticket service, discount sales, etc.
3. Our original plans called for the membership drive to be conducted from 15 June to 10 July 1964. Since this comes soon after the completion of the fund drive for the John F. Kennedy Library, we now propose to conduct the membership drive during the month of July.
4. In order to obtain the best possible response to the drive for funds, it is our view that every effort should be made to contact all Agency employees and we propose the following type of campaign:
 - a. In advance of the kick off of the membership drive, we propose that the DCI discuss at a senior staff meeting the nature of the Association and its current and planned activities, and to have him encourage all senior Agency officials (GS-15 and above) to join the Association as "sponsors". The suggested fee for the privilege of becoming a "sponsor" is \$25, for which the official will be entitled to full membership in the Association during the balance of his Agency employment with no further payment of dues. Our hope in creating the "sponsor" concept is that if the response from this group of senior officials is a good one, the Agency-wide membership drive can be launched with some success assured, at least from a financial point of view. Moreover, the fact that senior officials have so participated can be used throughout the campaign as a positive indication that the Agency's upper echelon believes in the importance and value of the Association's purpose and activities, and that we have been encouraged to improve and expand the Association's activities.

- b. During the membership drive itself, all employees will be given the privilege of becoming "sponsors". Recognizing, however, that many employees cannot afford or may not wish to contribute \$25 but would desire to do more than pay the normal annual dues of \$2, we have developed the concept of "patrons". Employees who would be willing to contribute \$10 will obtain six years of membership (a saving of \$2) in the Association and will be designated as "patrons".
 - c. The normal annual membership dues is set at \$2 for employees who wish to join but do not wish to be "patrons" or "sponsors".
 - d. The normal poster campaign will be developed and appropriate posters will be displayed in all Headquarters area buildings in the same fashion as was done in the seat belt campaign. One innovation, however, has been included: Certain posters will encourage employees to dial a specific Agency telephone extension. Upon doing so and if this proposal is approved, the employee will hear a recorded message by the Deputy Director of Central Intelligence. This message will be a short 60 second appeal by the DDCI during which he will encourage the caller to join the Association and to help it to grow, etc.
 - e. An appropriate Headquarters Employee Bulletin will be published describing the Association, its purpose, and activities.
 - f. A brochure has been prepared which briefly outlines facts about the Association and its activities, and will be distributed.
 - g. We propose to develop a keyman organization from current participants in the Association. Since these individuals are already "sold" on the Association, they should be able to contact other Agency employees for the purpose of joining the Association with more enthusiasm than usual.
 - h. An all Station Book Dispatch will encourage overseas employees to become "sponsors" or "patrons" so as to allow them to participate in this phase of this Association's development.
5. It is recommended that you approve the form and content of the Employee Activity Association's membership drive as outlined in paragraph 4.

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Emmett D. Echois
Director of Personnel

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COVER AND SECURITY CONSIDERATIONS
FOR PARTICIPATION IN
EMPLOYEE ACTIVITY ASSOCIATION

1. The primary purpose of the Employee Activity Association (EAA) is to provide a broad program of recreational activities and services for Agency employees. Since participation by certain employees in the association's activities may be restricted for cover/security reasons, a review by the appropriate office of each application will be made to determine the scope of participation permitted the applicant.

2. Participation in recreational activities and services that use Agency facilities, equipment, and time will be limited to members of the Association. This is to ensure that each activity meets Agency security, cover, and administrative requirements.

3. The activities and services sanctioned by the Agency and sponsored by the Employee Activity Association are listed below. Membership cards will be issued with either an "A" or "B" following the membership number. These categories identify the restrictions imposed as a condition of your membership. An "A" symbol permits the holder to participate in all Employee Activity Association activities while a "B" limits the holder to Agency building programs or to those where no identification with the Agency is considered to be likely.

I
("A" or "B" Symbol)

No Agency identification likely

Art Inst.
Archeology
Bridge
Camera
Chess
Fencing Inst.
Garden Club
Table Tennis
Stamp
Glee Club
Toastmasters
Coin
Karate Inst.
Self Defense Inst.
Trimnastics Inst.
Fishing & Camping
Equipment for loan
Modern Dance Inst.
Store Sales
Ticket Service

II
("A" Symbol Only)

Identification with Agency considered possible, but not likely.

Golf League
Rifle & Pistol
Ski Inst.
Bridge Inst.
Basketball - Men & Women
Softball - Men & Women
Flag Football
Tennis Tourn. & Inst.
Riding Inst.
Fishing Excursions
Trap & Skeet
Bowling
Volleyball

4. In certain approved activities and services, immediate household family members (i.e. husband, wife or children) may participate in EAA programs. You should check with EAA concerning these particular activities.

5. In some instances an applicant may be ineligible to participate in any EAA-sponsored activity for cover and security reasons. You may request a refund of your membership fee after being advised of your ineligibility.

6. Regardless of your category of participation, you must not reveal to non-Agency personnel the fact that any of the activities are sponsored by the EAA or the Agency.

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